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ABSTRACT

The Colorado Council for Library Development commissioned a state survey to facilitate long range library planning. A survey was designed by Colorado Market Research Services, Inc. and directed to adults throughout the state to ascertain the information needs of the sample population. Citizens were queried as to the frequency of their library use, their satisfaction with library services, and the kind of library which they most often utilized--school, college, public, or special library. The focus of this document is on the design of the survey instrument, the sampling techniques used, and the way in which the results were tabulated. Appendixes comprise over half the document; the survey questionnaire, interviewer instructions, a map of the counties sampled, and a regional list of counties in the sample are included. (KC)

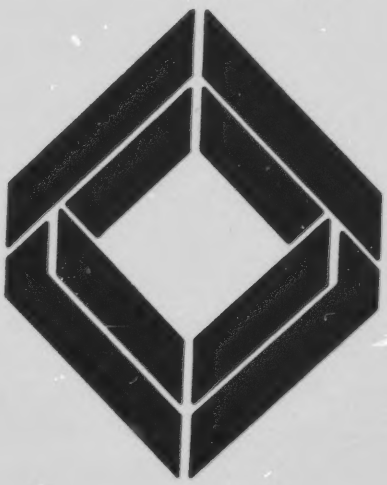
ED101717

A SURVEY OF THE ATTITUDES, OPINIONS AND BEHAVIOR OF CITIZENS OF COLORADO WITH REGARD TO LIBRARY SERVICES

BEST COPY AVAILABLE

Volume 5

TECHNICAL SUMMARY



Colorado State Library

Colorado Department of Education — Calvin M. Frazier Commissioner — Denver 1974

IR001569

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A SURVEY OF THE ATTITUDES, OPINIONS, AND BEHAVIOR OF CITIZENS OF COLORADO WITH REGARD TO LIBRARY SERVICES

VOLUME FIVE

TECHNICAL APPENDIX

Prepared For:

COLORADO STATE LIBRARY

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EDUCATION & WELFARE
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This survey was designed, administered, and reported by Colorado Market Research Services, Inc. Any interpretations of data are solely those of Colorado Market Research Services, Inc.

This survey was made possible by funding under Library Services and Construction Act, Title I.

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INTRODUCTION TO THE TECHNICAL APPENDIX

The following report was prepared to describe and explain the details of the conduct of this survey, and to enable further analysis of many aspects of the attitudes and opinions described in previous volumes. In a survey of this scope, further analyses are always possible, depending on the particular factors or relationships between factors which the researcher wishes to examine. The purpose of this volume is to provide the technical information for further analyses and to enable the reader/researcher to judge the accuracy and validity of the results.

The first section of this report deals with the history of the project and its development to conclusions. Both the survey instrument (the questionnaire) and the sample (in theory and in practice) are discussed in detail in the next two sections.

A basic description of the data format and existing tabulations is included in the fourth section of this report, while the written reports are discussed in the fifth section. The last section contains various exhibits of possible interest, including the questionnaire, interviewer's instructions, a map of the regional systems and sample counties, and a listing of the sample counties.

I. PROJECT HISTORY

The survey described here was made on behalf of the Colorado Council for Library Development for the purpose of determining the information needs of the people of Colorado as well as their behavior, attitudes, and opinions with regard to libraries of all types in the state. This survey was used by the Committee for Revision of the Long-Range Plan for Libraries in Colorado for development of a new long-range plan.

As originally conceived, a basic public opinion survey, conducted in person on a one-to-one interviewing basis, was to be employed to gather the reactions of the general public. Primary school, secondary school, and college students were also to be interviewed, but in a classroom situation using self-administered materials. Other interviews were to be conducted with the institutionalized, either in mental hospitals or penal institutions.

In preliminary development of the questionnaire, several points became apparent. In order to determine, for example, attitudinal differences and varying needs between students and non-students, they should answer the same questionnaire, presented in the same manner. Differences in the climate in which the self-administered questionnaire would be completed, moreover, might drastically influence the data. In order to gain the necessary comparability, a single basic questionnaire was designed which would be administered to secondary school students (or teens) and all adults (including college students).

Reports would focus on the students, the non-students, and the regions of the state as well as supply an overall picture of the population's behavior, attitudes, and needs with regard to library services. In order to supply a sufficient sample of the population for each report, the base sample of 804 was supplemented by 102 additional interviews in the area of the western slope regional systems and an additional 100 interviews with secondary school and college students in the state.

Under this plan the exploration of information needs of the institutionalized and sub-teens, as well as pre-school children, was abandoned. This was decided due to the impossibility of obtaining comparable data and in recognition of the differing interests and abilities of these groups from those of the adult public.

Due to the number of institutions, it seemed more appropriate for an assessment of needs of the institutionalized to be undertaken by library experts, rather than through a public opinion technique. Public opinion methods are more suitable for examining larger populations. Thus, the focus of this survey is the adults of Colorado, aged 13 years and older.

Throughout the development of the research design, the basic objectives remained the same. The population from which this information would be sought via the current survey was limited by the above considerations.

II. DESIGN OF THE SURVEY INSTRUMENT

The questionnaire used in this survey was developed jointly by Jim Fowler of Colorado Market Research Services, Inc.; Marcelee Gralapp, Chairman of the Long Range Planning Committee and Director of the Boulder Public Library; Eldred Wolzien, Trustee of the Boulder Public Library; and, John Corbin, Planning Officer for the Colorado State Library. The survey document is reproduced in the last section of the report as Exhibit #1.

The questionnaire, in sequence of presentation to respondents begins with the initial question designed to classify the respondent as secondary school student, college student, or non-student. Immediately following this classification, the concept of information and the subsequent questions on information needs were presented.

Following these questions, during the course of which the sponsorship by the Colorado Libraries is revealed to respondents, questions pertaining to frequency and mode of usage were asked about the four basic types of libraries -- public, secondary school, college or university, and private or special libraries. Respondents who reported usage of any of the four types of libraries at least once a year (on the average) were asked then to rate the importance to them of selected factors relating to libraries. Separate questions were included at this point to gather ratings by students -- secondary school and college -- of their own libraries.

Next, a series of questions framed around the local public library available to the respondent were asked -- its distance from the individual's home and a series of ratings of various aspects of this local library. Following these questions came a series of attitudinal questions on libraries in general, and reactions to specific library services -- both existing and proposed -- in terms of availability, use and potential usefulness to the individual.

The basic purposes of libraries were then probed, followed by specific library issues and a short inventory of media habits. Demographic questions were asked at the end of the survey.

Respondents were asked questions which were applicable to them, which varied by the individual's classification as student or non-student; and, by usage of libraries. Generally, interviews required from 45 minutes to an hour to complete with some exceptional cases where the interview required in more than two hours.

The questionnaire and the project sponsorship by the library were generally well received, as might be presumed from the generally favorable attitude toward libraries as reflected in the data.

Interviewing was completed by members of the Colorado Market Research Services field staff throughout the state of Colorado, as coordinated and trained by the field department in Denver. Interviews were conducted between July 12 and August 22, 1973. A copy of the interviewing instructions for the conduct of the survey is included as Exhibit #2 in Section VI.

III. SAMPLE DESIGN

The basic sample design was a modified area probability sample, geared to the population of the state's areas -- counties, cities, small towns, and rural divisions. A base sample of 804 interviews was allocated to the areas of the state in the following manner:

#1 - Interviews (in clusters of six) were first allocated to the seven regional systems of the state on the basis of population. Thus the Central system would receive its share of the interviews to be conducted in accordance with its share of the state's population, as well as the other six systems. (See Table III - 1 for this initial allocation.)

#2 - Within each regional system, interviews were further allocated to the counties which comprise the system, again on the basis of relative share of the population. Due to relative population among the counties of a given system, not every county was allocated a cluster of interviews. (A map indicating the regional systems of the state and the number of clusters of interviews by county in the original sample is included as Exhibit #3 in Section V.

This allocation to counties within a subsystem was done on a probability basis, with the more populous counties receiving their appropriate proportion and the remaining clusters being allocated through probability to the less-populated counties.

TABLE III - 1

POPULATION AND SURVEY SAMPLING OF THE REGIONAL LIBRARY SYSTEMS DESIGNATED BY THE COLORADO STATE LIBRARY

REGIONAL SYSTEM	COLORADO POPULATION (% 1970)	NUMBER IN STATEWIDE SAMPLE (N)	PERCENT OF STATEWIDE SAMPLE (%)	GEOGRAPHIC OVERWEIGHT (N)	TOTAL INTERVIEW OBTAINED (N)
Central	56.3	452	56.2	-	452
Plains & Peaks	11.3	89	11.1	-	89
Arkansas Valley	10.4	85	10.6	-	85
High Plains	11.2	90	11.2	-	90
Three Rivers	2.9	25	3.1	36	61
Pathfinder	4.5	34	4.2	31	65
Southwest	3.4	29	3.6	35	64
	100.0	804	100.0	102	906

#3 - As a general rule, the clusters assigned to a given county were, in turn, then allocated on a population basis to the cities, towns, and civil divisions within the county. When the ultimate civil division had been assigned one or more clusters, a grid and random digit technique was then used to further allocate to an even smaller populated area. If necessary, the grid was further divided by taking a random quadrant. Four- to six-block areas of cities or small towns, or segments of rural roads were ultimately selected as specific assignments for interviewing and allocated a based quota of six interviews.

#4 - In the three regions where the sample was to be supplemented, i.e., the Three Rivers, Pathfinder and Southwest regional systems, an additional 17 clusters (102 interviews) were divided among the regions. Assignment as ultimate areas for interviewing was done in the manner as described above, and these areas were designated as supplementary to be used only in analysis of the specific region and not to be included in statewide results due to the bias that would occur.

#5 - In the Denver Standard Metropolitan Statistical Area -- including the five core metropolitan counties of the Central regional system -- the sampling process utilized the census tracts selected at random.

#6 - In the manner described above, a total of 134 base "sample points" (representing 804 individual interviews) and 17 supplementary "sample points" (representing 102 interviews) were assigned to specific geographic areas and outlined on maps as four- to six-block areas or lengths of rural roads. For each of the "sample points" a starting point, a pre-determined direction in which to proceed, and a standardized skip pattern were assigned to insure that no two respondents came from the same or adjacent households). Furthermore, each interviewer assignment was further refined to include a certain quota of men and women, and certain age groups, arrived at in such a fashion that the sample would reflect the age and sex composition of the 13 and over population of the state of Colorado.

As a further refinement, interviewers were assigned an overall quota of secondary school and college students which they would interview in the regular completion of the base quota.

#7 - In recognition of the fact that a strict probability sample would yield too few students of both types to make certain analyses possible, an additional 100 interviews specifically with students were assigned. These additional interviews were to come from within the "sample points" as geographically defined, and their assignment was accomplished with stratification by regional system. Thus, the additional 100 interviews -- the student supplementary interviews -- were assigned across the state, again on the basis of population.

The total sample of 1,006 -- as designed -- was to provide the following sub-samples, each of which would be projectable to the sub-group of the population described below:

Sample A: A basic statewide sample of all residents, 13 and over, regardless of school status, of 804.

Sample B: A sample of secondary school students from across the state, of approximately 88 (obtained from Sample A) and an additional 50 from the supplementary sample.

Sample C: A sample of college students from across the state, of approximately 42 (obtained from Sample A) and an additional 50 from the supplemental interviews.

Sample D: A sample of the adult, non-student population from across the state, of approximately 674 (obtained from Sample A).

Samples E, F, G, H, I - Independent samples of the Central, Plains & Peaks, Arkansas Valley, and High Plains regional systems, and also for the three western slope regional systems.

IV. TABULATIONS OF THE RESULTS

In order to facilitate the preparation of these volumes, and to enable further questions to be explored without resorting to retabulations, the following computer tabulations were done:

A. A master tabulation with answers to individual questions on a statewide base (Sample A, discussed in the previous section) and including cross-tabulations by student status (non-students, secondary students and college students), the seven regional library systems, and by sub-groups reporting usage of each of the four types of libraries at least once a year (public, secondary school, college and special library "users").

B. Two tabulations of the statewide results by demographics and public library usage. Demographic categories include sex, age, educational level, racial and ethnic groups, household income, occupational category of the head of household, number of dependent children in household, and usage versus non-usage of the public library.

C. Special tabulations of students, both college and secondary school, examined by grade or class level and sex.

D. Tabulations of the responses of the non-student adults in the statewide sample, cross-tabulated by sex, age level, educational level, and number of dependent children in the household.

E. Individual tabulations for the Central, Plains & Peaks, High Plains, Arkansas Valley and a combination of the three western slope regional systems. In each report, the results are examined by sex, educational level, age level, and student status.

Further examination of the data is possible by returning to the original questionnaires or to the keypunched data with code book, all of which has been provided to the Colorado State Library.

V. DESCRIPTION OF THE WRITTEN REPORTS

The following specialized written reports exist in print, from the data as described:

Volume I - General Statewide Survey

This initial volume was prepared to highlight the data and findings from a statewide viewpoint. Each of the sections is, therefore, a summary, and more in-depth reporting on specific topics is available under separate cover.

Volume 2 - Secondary School and College Students Summary

This report was prepared to examine students' responses in the survey, including secondary school students and college, junior college and university students. Tables included in this volume are similar to those presented in the general statewide summary (Volume I) but reflect the responses of both of these student classifications and occasionally the responses of non-students for comparison.

Volume 3 - Adult Non-Student Summary

This report was prepared to examine the reactions and responses of Colorado adults who are currently not enrolled in any program of formal education. Tables included in this volume are similar to those presented in the general statewide summary (Volume I) but reflect only responses of non-student adults in the sample and occasionally the responses of college or secondary school students for comparisons.

Volume 4 - Geographic Summary

This volume was prepared to examine the responses of the general population -- including both students and non-students -- to the survey, with particular emphasis on differences within Colorado among the regional library systems.

Volume 5 - Technical Appendix

The Technical Appendix was prepared to describe and explain the details of the conduct of this survey, to enable further analyses of many aspects of the attitudes and opinions described in previous volumes, and to enable the reader/researcher to judge the accuracy and validity of the results.

VI. EXHIBITS

EXHIBIT #1 - SURVEY QUESTIONNAIRE

EXHIBIT #2 - INTERVIEWER'S INSTRUCTIONS

EXHIBIT #3 - MAP OF SAMPLE COUNTIES

EXHIBIT #4 - SAMPLE COUNTY LISTING

EXHIBIT #1 - SURVEY QUESTIONNAIRE

COLORADO MARKET RESEARCH SERVICES JOB #73-876 Summer, 1973

I.D.#

NAME: _____

ADDRESS: _____

CITY: _____

PHONE: _____

SAMPLE POINT #:

5- 6- 7- 8- 9- - 10-

Total Yearly Family Income:

Under $3,000....13-1
$3,000-$4,999... -2
$5,000-$7,999... -3
$8,000-$11,999.. -4
$12,000-$15,999. -5
$16,000-$19,999. -6
$20,000-$30,000. -7
Over $30,000.... -8

OCCUPATION OF RESPONDENT:

15-

SEX:

Male.11-1
Female.-2

Are you the head of the household? (IF NO, OCCUPATION OF HEAD OF HOUSEHOLD):

YES.-X

16-

AGE:

13-17...12-1
18-24... -2
25-34... -3
35-44... -4
45-54... -5
55-64... -6
65 & up. -7

LAST GRADE IN SCHOOL:

1-8 (Grade).....14-1
9-11 (Some H.S.)..-2
12 (H.S. Grad.)...-3
13-15 (Some Col. or Tech.)..-4
16 (Col. Grad.)...-5
16+ (Post Grad.)..-6

RACIAL/ETHNIC:

White Anglo..17-1
Spanich/ Chicano.... -2
Black..... -3
Am. Indian... -4
Other..... -5

#OF CHILDREN IN HOUSEHOLD: (18 & Under) (WRITE OUT)

18-

INTERVIEWER: _____ VAL. BY _____

Hello, I'm (NAME) from Colorado Market Research in Denver. We are conducting a survey of the types of information people need and where they usually find it. (GO RIGHT INTO FIRST QUESTION)

1. (HAND CARD #1) As of the last school year, were you enrolled either full or part time in any of these types of schools?

INDICATE QUOTA GROUP OF RESPONDENT:

Secondary.....20-1
College/University..... -2
Non-Student/Technical..... -3

SECONDARY:
Public/private junior high.....19-1
Public/private high school..... -2
COLLEGE/UNIV:
Jr. College..... -3
College..... -4
University..... -5
NON-STUDENT
Technical or vocational school. -6
NONE OF THE ABOVE. -7

READ THE FOLLOWING INTRODUCTION VERBATIM AND REREAD ANY PART THE RESPONDENT MAY NOT UNDERSTAND. THEN PROCEED WITH Q. 2

We need to explain a little more about the term "Information". "Information" includes all the facts or ideas that you need at different times for your work, your hobbies, your home life, your entertainment, or any other part of your life. We want to include in the term "information" not just facts you need, but also things that are interesting or entertaining to you. For the purposes of this study, information means all types of facts whether recorded on films, in books, in pictures, on phonographic records or tapes, or available by word of mouth from someone who may know.

EX#1

I.D. 1- 2- 3- 4-

A. (HAND CARD "A") Different people need or want different types of information. Would you please look at this card and tell me, for each category of information listed here, whether you will probably want or need information on these topics or not. (GO THROUGH EACH ITEM ON ALL CARDS AND RECORD BEFORE READING INTRODUCTION AND ASKING QUESTION B.)

	Q.A			Q.B (For Needed)		
CARD A - PERSONAL/FAMILY	WANT OR NEED	NOT WANT	DON'T KNOW	USE LBY	ONLY OTHER SOURCE	DON'T KNOW
Medical and health care.....5)-	W	-1	-2	-3	-4	-5
Home money management.....6)-	W	-1	-2	-3	-4	-5
Indoor games.....7)-	W	-1	-2	-3	-4	-5
Family counceling.....8)-	W	-1	-2	-3	-4	-5
Geneology.....9)-	W	-1	-2	-3	-4	-5
Nutrition.....10)-	W	-1	-2	-3	-4	-5
Children's educ/schools.....11)-	W	-1	-2	-3	-4	-5
Raising children.....12)-	W	-1	-2	-3	-4	-5
General self improvement....13)-	W	-1	-2	-3	-4	-5
CARD B - BUSINESS AND LAW						
Taxes.....14)-	W	-1	-2	-3	-4	-5
Consumer infor. on products.15)-	W	-1	-2	-3	-4	-5
Personal legal information..16)-	W	-1	-2	-3	-4	-5
Stock market reports.....17)-	W	-1	-2	-3	-4	-5
Investing money.....18)-	W	-1	-2	-3	-4	-5
Social security.....19)-	W	-1	-2	-3	-4	-5
Local ordinances.....20)-	W	-1	-2	-3	-4	-5
CARD C - HOW-TO-DO-IT						
Raising animals and pets....21)-	W	-1	-2	-3	-4	-5
Gardening.....22)-	W	-1	-2	-3	-4	-5
Crafts.....23)-	W	-1	-2	-3	-4	-5
Cooking.....24)-	W	-1	-2	-3	-4	-5
Repairs around the house....25)-	W	-1	-2	-3	-4	-5
Automobile repairs.....26)-	W	-1	-2	-3	-4	-5
Basic construc./bldg. skills27)-	W	-1	-2	-3	-4	-5
Furniture construction.....28)-	W	-1	-2	-3	-4	-5
Driving an automobile.....29)-	W	-1	-2	-3	-4	-5
Games and sports.....30)-	W	-1	-2	-3	-4	-5
Photography.....31)-	W	-1	-2	-3	-4	-5

EXH

CARD D - CURRENT HAPPENINGS	Q.A WANT OR NEED	Q.A NOT WANT	Q.A DON'T KNOW	Q.3 (For Needed) USE LBY	Q.3 (For Needed) ONLY OTHER SOURCE	Q.3 (For Needed) DON'T KNOW
News and current events.....32)-	W	-1	-2	-3	-4	-5
Weather conditions/forecasts33)-	W	-1	-2	-3	-4	-5
Upcoming special TV programs34)-	W	-1	-2	-3	-4	-5
Available movies/plays/con..35)-	W	-1	-2	-3	-4	-5
Lectures on current events or the arts.....36)-	W	-1	-2	-3	-4	-5
CARD E - BEST-SELLING BOOKS						
Best-selling fiction.....37)-	W	-1	-2	-3	-4	-5
Best-selling non-fiction....38)-	W	-1	-2	-3	-4	-5
CARD F - ENTERTAINMENT/ENJOYMENT						
Music for enjoyment.....39)-	W	-1	-2	-3	-4	-5
Music scores to play.....40)-	W	-1	-2	-3	-4	-5
Recent movies to watch.....41)-	W	-1	-2	-3	-4	-5
Movie classics to watch.....42)-	W	-1	-2	-3	-4	-5
Fiction books.....43)-	W	-1	-2	-3	-4	-5
Non-fiction books.....44)-	W	-1	-2	-3	-4	-5
Graphic arts-paint/prints/..45)-	W	-1	-2	-3	-4	-5
Entertainment for children..46)-	W	-1	-2	-3	-4	-5
Special T.V. programs.....47)-	W	-1	-2	-3	-4	-5
CARD G - JOB-RELATED INFORMATION						
Employment procedures.....48)-	W	-1	-2	-3	-4	-5
Special jobs/careers.....49)-	W	-1	-2	-3	-4	-5
Home training courses.....50)-	W	-1	-2	-3	-4	-5
Available local training....51)-	W	-1	-2	-3	-4	-5
CARD H - YOUR LOCAL COMMUNITY						
Local history.....52)-	W	-1	-2	-3	-4	-5
Services of city/cty/state..53)-	W	-1	-2	-3	-4	-5
Names of local experts.....54)-	W	-1	-2	-3	-4	-5
Locating prod/serv in area..55)-	W	-1	-2	-3	-4	-5

	Q.A			Q.B (For Needed)		
CARD I - EDUCATION	WANT OR NEED	NOT WANT	DON'T KNOW	USE LBY	ONLY OTHER SOURCE	DON'T KNOW
Avail. schools and courses...56)- W	-1	-2	-3	-4	-5	
Home study courses/on inter..57)- W	-1	-2	-3	-4	-5	
Gen. refer. mat. for study...58)- W	-1	-2	-3	-4	-5	
CARD J - FOREIGN LANGUAGES						
Translation service.....59)- W	-1	-2	-3	-4	-5	
Mat. in lang. other than Eng.60)- W	-1	-2	-3	-4	-5	
Home study of foreign lang..61)- W	-1	-2	-3	-4	-5	
CARD K - TOPICS OF GENERAL INTEREST						
Philosophy.....62)- W	-1	-2	-3	-4	-5	
Religion.....63)- W	-1	-2	-3	-4	-5	
History.....64)- W	-1	-2	-3	-4	-5	
Literature (inc. poetry/draw)65)- W	-1	-2	-3	-4	-5	
The arts (inc. grap art/music architecture, etc.).....66)- W	-1	-2	-3	-4	-5	
Education.....67)- W	-1	-2	-3	-4	-5	
Psychology.....68)- W	-1	-2	-3	-4	-5	
Social sciences.....69)- W	-1	-2	-3	-4	-5	
Languages.....70)- W	-1	-2	-3	-4	-5	
Agriculture.....71)- W	-1	-2	-3	-4	-5	
Ecology.....72)- W	-1	-2	-3	-4	-5	
Technology and society.....73)- W	-1	-2	-3	-4	-5	
Information and communication74)- W	-1	-2	-3	-4	-5	
Technology.....75)- W	-1	-2	-3	-4	-5	
Mathematics.....76)- W	-1	-2	-3	-4	-5	
Science.....77)- W	-1	-2	-3	-4	-5	

EX#1

-D-

INTRODUCTION TO Q.B

This study is being conducted by the libraries of Colorado to help them in their planning of future services to the people of the state. Some people regularly use libraries for a number of different kinds of information, and other people use other sources. (GO RIGHT TO Q.B)

B. I'd like to go back over the categories in which you say you may need or want certain types of information. The first one is (READ FIRST). If you needed or wanted information of this type, do you think that you would use a library for any of this type of information or that you would probably get all the information you would need from some other source? (GO BACK AND RECORD FOR EACH CATEGORY NEEDED)

C. If you were at a public library that had materials on practically any topic, and you could check out any of the materials they had, what topics would be of most interest to you right now?

TOPICS		
1)	5-	6-
2)	7-	8-
3)	9-	10-
4)	11-	12-
5)	13-	14-
6)	15-	16-
7)	17-	18-
8)	19-	20-

EX#1

(NON-STUDENT SAMPLE ONLY)

2. Since you have been out of school, have you used the services of a public library in Colorado?

Yes.... 21 -1
SKIP TO Q.4 → No.....-2

(COLLEGE & SECONDARY SCH. STUDENTS OR YES IN Q. 2)

3. About how often do you use the services of a public library here in Colorado? Would you say: (READ CATEGORIES AND RECORD.)

SKIP TO Q.4 → Less than 1/year 22-1
1-3/year.....-2
3-6/year.....-3
Monthly.....-4
2-3/month.....-5
More than 3/month.-6

(IF USE PUBLIC LIBRARY AT LEAST 1/YEAR)

3a. Please tell me the way you use the public library most often. What particular service do you use most often?

3b. What other services of the public library do you use?

23-	24-	25-	26-

(SKIP TO Q.6)

(IF NO TO Q.2 OR USE LESS THAN 1/YEAR IN Q.3) [EF-1]

4. What would you say were the reasons you don't use the public library? (PROBE)

27-	28-	29-

5. Here are some reasons people have given for not using the public library. I'd like you to tell me which of these, if any, apply to you? (READ EACH AND RECORD.)

		APPLIES	DOES NOT APPLY	DON'T KNOW
A.	I don't ever think of going to the library.....30)	-1	-2	-3
B.	I'm usually too busy to use a library.....31)	-1	-2	-3
C.	The library is just too far away for me to use.....32)	-1	-2	-3
D.	There isn't much at the library that I need or want.....33)	-1	-2	-3
E.	Transportation to the library is a problem for me.....34)	-1	-2	-3
F.	I'd rather buy materials than borrow them.....35)	-1	-2	-3
G.	I do very little reading.....36)	-1	-2	-3
H.	The people at the library are not helpful.....37)	-1	-2	-3
I.	The hours the library are open are not convenient for me.....38)	-1	-2	-3
J.	I use a library other than the public library.....39)	-1	-2	-3
K.	Due to my physical condition, it is difficult for me to use the library.....40)	-1	-2	-3
L.	I just don't like using a library due to all the problems like finding things, bringing them back, and paying fines....41)	-1	-2	-3

EX=1

6. (NON-STUDENT AND COLLEGE/UNIV. STUDENTS ONLY)

Since you have been out of high school, have you used the services of a public or private high school library in Colorado?

Yes 42-1
No...-2

SKIP TO Q.10

(IF SECONDARY SCHOOL STUDENT OR YES IN Q. 6)

7. About how often do you use the services of a junior high or high school library in Colorado?

Less than 1/year....43-1
1-3/year.....-2
3-6/year.....-3
Monthly.....-4
2-3/month.....-5
More than 3/month.....-6

*COLLEGE & NON-STUDENT SKIP TO Q. 10 or 11.
*SECONDARY SCH. SKIP TO Q. 8

(IF USE JR. HIGH OR HIGH SCHOOL LIBRARY AT LEAST 1/YEAR)

7a. Please tell me the way you use the school library. What particular service do you use most often?

7b. What other services of the school library do you use?

SKIP TO Q.10

44- 45- 46- 47-

(SECONDARY SCH. STUDENT AND LESS THAN 1/YEAR IN Q. 7)

8. What would you say was the main reason you don't use the services of your school library?

What other reasons?

48- 49-

9. Do you use the services of some other library instead of your school library?

Yes..50-1
No.....-2

SKIP TO Q.11

(IF YES IN Q.9)

9a. What library is that? (PROBE FOR TYPE)

Other jr. high/high 51-1
College/Univ.....-2
Public library.....-3
Private library.....-4

9b. And, why do you prefer this particular library to your school library?

52- 53-

EX=1

10. (NON-STUDENT SAMPLE ONLY)

Since you have been out of school, have you used the services of a college, junior college, or university library in Colorado? SKIP TO Q. 14

Yes...54-1
No.....-2

(COLLEGE AND SECONDARY SCH. STUDENTS OR YES IN Q. 10)

11. About how often do you use the services of a college, junior college, or university library in Colorado?

NON-STUDENTS & SECONDARY STUDENTS SKIP TO Q. 14
COLLEGE STUDENTS SKIP TO Q. 12

Less than 1/year.....55-1
1-3/year.....-2
3-6/year.....-3
Monthly.....-4
2-3/Month.....-5
More than 3/month.....-6

(IF USE COLLEGE OR UNIVERSITY LIBRARY AT LEAST 1/YEAR)

11a. Please tell me the way you use the college or university library. What particular service do you use most often?

11b. What other services of the college or university library do you use?

56- 57- 58- 59-

(COLLEGE STUDENTS WHO SAY LESS THAN 1/YEAR IN Q. 11)

12. What would you say was the main reason you don't use the services of your college library?

What other reasons?

60- 61-

13. Do you use the services of some other library instead of your school library?

SKIP TO Q.14 → Yes.....62-1
No.....-2

13a. What library is that?
(PROBE FOR TYPE)

Other college/univ...63-1
Jr. high/high school...-2
Public.....-3
Private.....-4

13b. And why do you prefer this particular library to your college library?

64- 65-

EX#1

14. Have you ever used the services of a special or private library in Colorado? A library such as a company library or a medical, legal or engineering library other than those affiliated with a college or university?

Yes.....66-1
No.....-2

(IF YES IN Q.14)

15. About how often do you use such a special (private) library?

Less than 1/year.....67-1
1-3/year.....-2
3-6/year.....-3
Monthly.....-4
2-3/month.....-5
More than 3/month.....-6

(IF USE SPECIAL LIBRARY AT LEAST ONCE A YEAR)

15a. Please tell me the ways you use this type of library. What particular service do you use most often?

15b. What other services do you use?

68- 69-

27

EX#1

(ASK ONLY THOSE WHO HAVE USED ONE OF THE FOUR TYPES OF LIBRARIES IN THE PAST YEAR)

16. When you are using a library, how would you rate the importance of each of these features to you. How about (READ FIRST)? Would you say this is very important, important, or not at all important to you when you use a library? (HAND CARD #2--RECORD BELOW.)

		VERY IMP.	IMPORTANT	NOT AT ALL
A.	Ease of getting to and from the library.....70	-1	-2	-3
B.	Having a broad collection on a variety of topics.....71	-1	-2	-3
C.	Having a lot of materials on a single topic of interest to you..72	-1	-2	-3
D.	Having people available and willing to help you find whatever you need.....73	-1	-2	-3
E.	Simple procedures for checking out and returning materials.....74	-1	-2	-3
F.	Pleasing surroundings and comfortable atmosphere.....75	-1	-2	-3
G.	Convenient hours.....76	-1	-2	-3

16a. Aside from those listed on the card, what else is important to you when you need to use a library?

77-	78-
Col.79=1 Card II	

EX#1

(JR. HIGH AND HIGH SCHOOL STUDENTS ONLY)

17. Were you enrolled in a Colorado junior high or high school last school year?

Yes.....5-1
No.....-2

17a. And in what grade were you enrolled?

7th or 8th..6-1
9th or 10th..-2
11th or 12th.-3
Other.....-4

18. (HAND CARD #3.) Overall, how would you rate the quality of the library at this school? Would you say: (READ EACH AND RECORD)

Excellent...7-1
Very good....-2
Good.....-3
Fair.....-4
Poor.....-5
Don't know...-6

19. How would you rate this school library for: (READ EACH AND RECORD)

	Excellent	Very Good	Good	Fair	Poor	Don't Know
A. Having good reference materials for study.....8	-1	-2	-3	-4	-5	-6
B. Courteous and helpful staff.9	-1	-2	-3	-4	-5	-6
C. Having materials of interest besides study materials...10	-1	-2	-3	-4	-5	-6
D. Being available when you need it.....11	-1	-2	-3	-4	-5	-6
E. Being easy to use in terms of procedures.....12	-1	-2	-3	-4	-5	-6
F. Being a comfortable and enjoyable place to study or read.....13	-1	-2	-3	-4	-5	-6

20. In what ways could this school library be improved?

What else would improve the library?

14-	15-	16-

Ex#1

(COLLEGE/UNIVERSITY STUDENTS ONLY)

21. Were you enrolled in a Colorado college or university last school year?

Yes.....17-1
No.....-2

21a. And what was your class standing then?

Freshman/Sophomore. 18-1
Junior/Senior.....-2
Graduate student.....-3
Special/other

22. (HAND CARD #3.) Overall, how would you rate the quality of the library at this school? Would you say: (READ EACH AND RECORD)

Excellent..... 19-1
Very good.....-2
Good.....-3
Fair.....-4
Poor.....-5
Don't know.....-6

23. How would you rate this library for: (READ EACH AND RECORD.)

	Excellent	Very Good	Good	Fair	Poor	Don't Know
A. Having good reference materials for study.....20	-1	-2	-3	-4	-5	-6
B. Courteous and helpful staff.....21	-1	-2	-3	-4	-5	-6
C. Having materials of interest besides study materials..22	-1	-2	-3	-4	-5	-6
D. Being available when you need it.....23	-1	-2	-3	-4	-5	-6
E. Being easy to use in terms of procedures.....24	-1	-2	-3	-4	-5	-6
F. Being a comfortable and enjoyable place to study or read.....25	-1	-2	-3	-4	-5	-6

24. In what ways could this school library be improved?

What else would improve the library?

26-	27-	28-

25. Do you know the location of the nearest public library that is available to you and your family - either a main library or a branch library? EX#1

Yes.....29-1
ASK Q.25A → No.....-2

(IF NO IN Q.25)

25a. Do you know of a public library anywhere in this area that you and your family could use?

Yes.....30-1
SKIP TO Q.32 → No.....-2

(IF YES IN Q.25 OR Q.25A)

26. Would this be a branch library or a main library?

Branch.....31-1
Main.....-2
(Vol.) Both.....-3
Don't know...-4

27. Approximately how many miles is this public library from your home? (GET RESPONDENT'S BEST ESTIMATE)

32
Less than 1 mile-1
1 - 2 miles.....-2
2 - 3 miles.....-3
3 - 5 miles.....-4
5 - 10 miles.....-5
10 - 20 miles....-6
20 - 30 miles....-7
Over 30 miles....-8

28. How difficult would you say it was for you to get to your nearest public library? Would you say: READ EACH CATEGORY.

Very difficult....33-1
Somewhat difficult..-2
Somewhat easy.....-3
Very easy.....-4
Don't know.....-5

29. (HAND CARD #3.) Based on your own experience or on what you may have heard, how would you rate the overall quality of this nearest public library including both the main library and its branches, if any? READ CATEGORIES.

Excellent.....34-1
Very good.....-2
Good.....-3
Fair.....-4
Poor.....-5
SKIP TO Q.30 → Don't know.....-6

29a. IF ANSWER TO Q.29, SAY: Why do you feel that this library is (ANSWER GIVEN)? PROBE.

(CONTINUED NEXT PAGE)

35-

30. In general, do you feel that this library is adequate for the community or that it needs improvements? EX#1

Adequate.....36-1
Needs improvement.-2
Don't know.....-3

30a. (IF NEEDS IMPROVEMENTS)
What improvements does this library need?

What others?

37-	38-	39-	40-

31. (HAND CARD #3.) How would you rate this public library including both the main library and any branches it may have for: (READ EACH AND RECORD.)

	Excellent	Very Good	Good	Fair	Poor	DON'T KNOW
A. Having a wide selection of materials.....41	-1	-2	-3	-4	-5	-6
B. Being a good library for students.....42	-1	-2	-3	-4	-5	-6
C. Having a good selection of materials for children.....43	-1	-2	-3	-4	-5	-6
D. Being open during convenient hours.....44	-1	-2	-3	-4	-5	-6
E. Being nearby and easy to get to.....45	-1	-2	-3	-4	-5	-6
F. Having a good collection of materials that would interest me.....46	-1	-2	-3	-4	-5	-6
G. Having a courteous and helpful staff.....47	-1	-2	-3	-4	-5	-6
H. Offering a variety of services besides lending books.....48	-1	-2	-3	-4	-5	-6
I. Being easy to use in terms of procedures.....49	-1	-2	-3	-4	-5	-6
J. Having an attractive and comfortable building....50	-1	-2	-3	-4	-5	-6

EX#1

32. Now I would like to read you a list of statements that people have made about libraries and I would like you to tell me if you strongly agree, generally agree, generally disagree or strongly disagree with each one. (READ EACH AND RECORD.)

		Strongly Agree	Gen. Agree	Gen. Disagree	Strongly Disagree	DON'T KNOW
A. Libraries usually do a good job of suppling materials for children and students.	51	-1	-2	-3	-4	-5
B. People who work in libraries are usually very willing to help you.	52	-1	-2	-3	-4	-5
C. Libraries are too old-fashioned and formal.	53	-1	-2	-3	-4	-5
D. You can usually get a better selection of books at a book store rather than a library.	54	-1	-2	-3	-4	-5
E. Most people don't take advantage of all the services that libraries could provide for them.	55	-1	-2	-3	-4	-5
F. Libraries are usually more concerned about books than about people.	56	-1	-2	-3	-4	-5
G. Libraries seem to cater to a few particular types of people.	57	-1	-2	-3	-4	-5
H. If a person knew how to use the library, he could definitely improve himself	58	-1	-2	-3	-4	-5
I. Being in a library makes me uncomfortable.	59	-1	-2	-3	-4	-5
J. Libraries don't have much of interest for the average person.	60	-1	-2	-3	-4	-5

33. Public libraries offer a number of different services in different areas. I would like to read you a list of services provided by some libraries and ask you whether or not these are available in your area. The first one is _____: Do you know if this service is available at your local library? (IF AVAILABLE:) Have you ever used this service at your local library?

34. (FOR ALL EXCEPT THOSE "USED" IN Q.33:) Do you feel that if these services were available to you, that they would be useful to you?

EX=1

	Q.33 Available: Used	Q.33 Available: Not Used	Q.33: Not Avail.	Q.33: D.K.	Q.34: Yes, Useful	Q.34: Not Useful	Q.34: D.K.
A. A reference section to look up particular facts.....61)	-1	-2	-3	-4	(5) -1	-2	-3
B. Lists of materials on a topic and bibliographies.....62)	-1	-2	-3	-4	(6) -1	-2	-3
C. A list of public speakers available to address groups or clubs.....63)	-1	-2	-3	-4	(7) -1	-2	-3
D. Picture collections for in-home lending.....64)	-1	-2	-3	-4	(8) -1	-2	-3
E. Lending books and other publications.....65)	-1	-2	-3	-4	(9) -1	-2	-3
F. Films, filmstrips and slides that can be borrowed.....66)	-1	-2	-3	-4	(10) -1	-2	-3
G. Phonograph records that can be borrowed.....67)	-1	-2	-3	-4	(11) -1	-2	-3
H. Tape recordings, casettes, or cartridges for loaning.....68)	-1	-2	-3	-4	(12) -1	-2	-3
I. Music scores.....69)	-1	-2	-3	-4	(13) -1	-2	-3
J. Typewriters for public use.....70)	-1	-2	-3	-4	(14) -1	-2	-3
K. Meeting rooms for groups.....71)	-1	-2	-3	-4	(15) -1	-2	-3
L. Photocopying machines for public use.....72)	-1	-2	-3	-4	(16) -1	-2	-3
M. Film projectors for loaning.....73)	-1	-2	-3	-4	(17) -1	-2	-3
N. Newspapers from out of state.....74)	-1	-2	-3	-4	(18) -1	-2	-3
O. Microreproductions for reference.....75)	-1	-2	-3	-4	(19) -1	-2	-3

Col.79=2

CARD III

[2X=1]

		Q.33 Available: Used	Not Used	Not Available	D.K.		Q.34: Yes, Useful	Not Useful	D.K.
P.	Back issues of magazines for reference.....20)	-1	-2	-3	-4	(34)	-1	-2	-3
Q.	Books in braille and talking books.....21)	-1	-2	-3	-4	(35)	-1	-2	-3
R.	Story hours for children.....22)	-1	-2	-3	-4	(36)	-1	-2	-3
S.	Special programs and lectures on fine arts or current affairs.....23)	-1	-2	-3	-4	(37)	-1	-2	-3
T.	Bookmobiles that carry a selection of books to your neighborhood.....24)	-1	-2	-3	-4	(38)	-1	-2	-3
U.	Obtaining materials for you from libraries...25)	-1	-2	-3	-4	(39)	-1	-2	-3
V.	Videotape facilities.....26)	-1	-2	-3	-4	(40)	-1	-2	-3
W.	Toys and games for circulation.....27)	-1	-2	-3	-4	(41)	-1	-2	-3
X.	Mail order services so that you could order materials from a library catalogue and return them by mail, postage free.....28)	-1	-2	-3	-4	(42)	-1	-2	-3
Y.	Catalogues of library materials of general interest put in a number of public places besides libraries or mailed to individuals so that it would not be necessary to go down to the library if you wanted to see if they had a particular book.....30)	-1	-2	-3	-4	(43)	-1	-2	-3
Z.	Libraries using a channel of a cable T.V. system to talk about new books and services they offer.....31)	-1	-2	-3	-4	(44)	-1	-2	-3
AA.	Television rooms in libraries for regular programming and with closed-circuit T.V. which could show special educational programs or movies.....32)	-1	-2	-3	-4	(45)	-1	-2	-3
BB.	A reference service using cable television so that you could call the library and they could show you a page, map, or whatever you asked about on your television screen.....33)	-1	-2	-3	-4	(46)	-1	-2	-3

	Q.33					Q.34		
	Available							
	Used	Not Used	Not Available	D.K.		Yes, Useful	Not Useful	D.K.
CC. Having a tickertape for instant stock market information in the library and available to the public.....47)	-1	-2	-3	-4	(50)	-1	-2	-3
DD. A wire service printer, like in a newspaper, television, or radio station that would be available to the public so that you would get news as fast as possible.....48)	-1	-2	-3	-4	(51)	-1	-2	-3
EE. Lending a variety of materials for study, such as games, science demonstrations, small animals, sculpture, or antiques.....49)	-1	-2	-3	-4	(52)	-1	-2	-3

EX-1

35. I'd like you to think for a moment about what libraries should do, that is, their purpose in being. What do you personally feel the main purposes of libraries should be?

What other purposes should libraries have?

53-	54-	55-	56-

36. The following is a list of purposes which some people feel libraries should have. I would like to read these and have you tell me whether you strongly agree, generally agree, generally disagree or strongly disagree with each one as a purpose which libraries should fulfill.

Do you think libraries should try to: (READ EACH BELOW AND RECORD ANSWER).

	Strongly Agree	Gen. Agree	Gen. Disagree	Strongly Disagree	D.K.
A. Help people find answers to questions.....57)	-1	-2	-3	-4	-5
B. Open new avenues of intellectual experience and stimulate creative thinking.....58)	-1	-2	-3	-4	-5
C. Provide opportunities for continuous, lifelong, self-educational and personal development....59)	-1	-2	-3	-4	-5
D. Provide information for retraining individuals..60)	-1	-2	-3	-4	-5
E. Help people now largely isolated and excluded by their lacks in education and training.....61)	-1	-2	-3	-4	-5
F. Contribute to the pleasure and general well-being of the people.....62)	-1	-2	-3	-4	-5
G. Improve the basis for public and private decisions.....63)	-1	-2	-3	-4	-5

37. In some areas of Colorado which are served by only one small public library, the public library could be combined with the public school library so that all materials would be available to both students and adults in the community. Do you feel that this would be a good idea or not?

64

Good idea..-1
Not good...-2
DON'T KNOW.-3

38. (IF NOT GOOD IDEA) Why don't you feel this would be a good idea?

65-

39. At present, almost all library funds come from federal, state, and local governments - that is, from taxes. Library services are provided to the public free of charge.

In your opinion, should libraries continue to provide their services without charge and be supported by taxes or should they charge small fees to the people who use library services and require less tax money?

66

Continue free.-1
Charge for services.....-2
DON'T KNOW....-3

40. (HAND CARD #4) In an average week, about how often do you (INSERT FIRST ACTIVITY)? Would you say everyday, almost every day, every other day, once or twice a week, or less?

		Every Day	Almost Every Day	Every Other Day	1-2/ Week	Less Than Weekly
A.	Read a newspaper.....67)	-1	-2	-3	-4	-5*
B.	Listen to a recording either phonograph, stereo, tape or cassette.....68)	-1	-2	-3	-4	-5
C.	Watch television.....69)	-1	-2	-3	-4	-5
D.	Read a magazine or periodical (other than newspaper).....70)	-1	-2	-3	-4	-5*
E.	Listen to radio (AM or FM).....71)	-1	-2	-3	-4	-5
F.	Read a book.....72)	-1	-2	-3	-4	-5*

41. Is there a language other than English that you read fluently and would enjoy having books in? (IF YES) (WRITE IN)

_____.

No....-1

73-

Col.79 = 3
CARD IV

(GO BACK TO THE FRONT FOR CLASSIFICATION)

EXHIBIT #2 - INTERVIEWER'S INSTRUCTIONS

I - PURPOSE

As revealed to respondents in the introduction to question "B", the purpose of the study is to evaluate the types of information that Coloradians need, and their usage of and attitudes toward the libraries of the state. The study is being conducted for the state library to aid them in planning services for the state.

II - BASIC CONCEPTS

A - TYPES OF RESPONDENTS: The quota system asks for a particular number of college students, secondary school students, and non-students. In addition, the skip patterns and questionnaire instructions make it necessary that you clearly understand the definitions of these groups:

1 - Secondary school students -- Anyone who (as of the last school year 72-73) was enrolled in a public or private junior high or high school. This includes anyone who may be attending night classes at such a school. It does not include other schools or home study courses which are designed to get someone through a high school equivalency test, however.

2 - College students -- As of last school year, anyone enrolled either full or part time in a public or private junior college, college, or university. This includes people simply taking a course or two and not really working toward a degree. It also includes people taking a home-study course from an accredited college or university, but not the schools that advertise on a book of matches.

3 - Non-student --Anyone who is neither a college student nor a secondary school student (under the above definitions).

B - TYPES OF LIBRARIES: Different questions refer to different types of libraries. All libraries will fall into one of the following types.

1 - Public libraries -- Libraries not affiliated with any school, college, or private company where any resident can go and get a library card and use the library's facilities.

2 - College libraries -- Libraries affiliated with a public or private junior college, college, or university. Includes also special university libraries such as medical, legal, and departmental libraries at colleges and universities.

3 - Secondary (High or Jr. High) school libraries -- Libraries affiliated with a public or private high or jr. high school.

4 - Special or private libraries -- All others, usually company libraries or governmental libraries.

C - "INFORMATION": There is an explanation of the concept that we intend which is written for you to read the respondent. However, it is important that you know what is meant well enough to answer questions the respondent may raise.

First, information is used here in the broadest possible sense. It includes practically everything that could be learned or perceived. A stop light, in this sense, is information. It tells you something. A book, film, newspaper, television program, radio broadcast, magazine, painting, or any such media contains information. Some information you may need (like how to fill out an income tax form) and some information you may simply enjoy (like a book to read or a movie to see). The important thing is to expand on the more narrow definition of "information" in which people think in terms of need. We also include in our definition things for entertainment.

III - QUESTIONS A, B & C (YELLOW PAGES)

After the opening and Question 1, you will proceed with Question A, which asks the respondent to indicate which of various types of "information" the person may want or need. You will not reveal anything about the fact that the remainder of the study deals with libraries until after you have completed all of Question "A".

Each topic on the cards refers to the topic itself, not to "information about the topic". Thus, "recent movies to watch", refers to the movies themselves, not to movie reviews or show times or other types of "information about the movies". "Music" means the music in any form -- radios, records, tapes, etc. When you have been through Question A, then read the introduction to Question B and proceed with the question itself.

Question B is to determine whether the person would get any of their "information" in this category from a library, or whether it would come totally from other sources.

Please try to give every indication that we (and you) do not consider not using a library some sort of mortal SIN. People can be highly educated, well read and fully informed without ever going to the library. Therefore, be sure to set a neutral atmosphere for Question B.

Question C is geared at the moment -- what would the person want from a fully-supplied library, whether on the preceeding lists or not.

IV - SAMPLING INSTRUCTIONS

Each sample point in an assignment is indicated as having a basic quota of six interviews, to be completed within the particular age and sex quota. To the right of these Age/sex quotas, it is indicated if some college or secondary school students are to be included.

A supplementary quota of college or secondary school students may also be indicated, along with sex quotas. These are not included in the basic quota. Thus, if the basic quota is three sample points (18 interviews) and the supplementary quota

indicates a college female and high school male, your total assignment is 20 interviews.

Also, do not go over your quota of students. The number of students the assignment should yeild is fixed, and all others should be NON-students.

V - SPECIFIC QUESTIONNAIRE INSTRUCTIONS

Q. #1 Mentioned previously under definitions. Present the hand card and record their response -- then indicate quota group in the box to the left.

Q. #A Previously discussed. REMEMBER TO GIVE NO INDICATION THAT THE SURVEY DEALS WITH LIBRARIES UNTIL THE INTRODUCTION TO Q. B. Hand yellow cards to respondent and go through each type of information. Record "want or need" by circling the "w" and record all answers before proceeding to Q. B.

Q. #B This question applies only to those where the "w" is marked in response to Q. B. Ask for these wanted "types of information" only. What we want to know is, does the person think he will use a library for any of the information of this type he may need, or would it come only from other sources. Indicate answer by circling the 3, 4 or 5.

Note: If you have recorded the answers properly, there will be one and only one number circled per row (1 to 5) for each row.

Q. #C Ask and try to get the respondent to talk about what topic. Clarify, if necessary. List one topic per blank for as many interests as the respondent can remember. Any clarification of a topic should appear in the same box.

Q. #2 ASKED OF NON-STUDENTS ONLY. Stress public library. If no, skip to Q. 4.

Q. #3 ASKED OF ALL COLLEGE STUDENTS, SECONDARY SCHOOL STUDENTS AND NON-STUDENTS WHO SAY YES IN Q. 2. If usage is less than once a year (including never), also skip to Q. 4.

Note: It is not necessary to go to the library to be using the services of a library. Some services are available by telephone, and usage of services can include having someone else pick up the materials.

Q. #3a & #3b Asked of all people who use public libraries at least once a year. "Services" includes a wide variety of possible uses, from simply using the library as a quiet place to read or study to calling in for the answer to specific questions. This is not merely checking out books, but includes all types of services a library can perform. RECORD VERBATIM.

Q. #4 To be asked of all who use a public library less than once a year in Q. 3. TRY NOT TO BE ACCUSING IN YOUR TONE OF VOICE. RECORD VERBATIM.

Q. #5 Read the introductory statement and then each of the separate parts. Record for each one before moving on to the next.

SPECIAL SKIP INSTRUCTION FOR PAGE 4 BY TYPE OF RESPONDENT

SECONDARY SCHOOL STUDENTS -- START at Q. 7. If less than 1/year, skip to Q. 8. If 1/year or more, proceed with 7a & 7b, then skip to Q. 10.

COLLEGE STUDENTS -- START at Q. 6. If no, skip to Q. 11. If yes, ask Q. 7. If Q. 7 is less than once a year, skip to Q. 11. If 1/year, or more ask 7a & 7b, then skip to Q. 11

NON-STUDENTS -- START at Q. 6. If no, skip to Q. 10. If yes, ask Q. 7 If less than 1/year, skip to Q. 10. If 1/year or more, ask 7a & 7b, then skip to Q. 10.

READ OVER THESE SKIP PATTERNS UNTIL THEY MAKE SENSE TO YOU.

Q. #6 ASKED ONLY OF NON-STUDENTS AND COLLEGE STUDENTS. If no, skip to Q. 10.

Q. #7 ALL SECONDARY SCHOOL STUDENTS AND NON-STUDENTS OR COLLEGE STUDENTS who have used a secondary school LIBRARY.

Q. #7a &#7b Similar to 3a & 3b, only this time concerned with secondary school libraries.

Q. #8 Q. 8 and 9 - 9b are asked only of high school students who do not use their school library.

Q. #9 Ask and record. If no, "use no library instead of school library", skip to Q. 11.

Q. #9a & #9b Asked of high school students who do not use their pbulic school library, but rather some other library. In 9a, record the type of library.

SPECIAL SKIP INSTRUCTIONS FOR PAGE 5 BY TYPE OF RESPONDENT

SECONDARY SCHOOL STUDENTS -- START at Q. 11. If less than 1/year, skip to Q. 14. If 1/year or more, proceed with 11a & 11b, and then skip to Q. 14.

COLLEGE STUDENTS -- START at Q. 11. If less than 1/year, skip to Q. 12 & 13. If 1/year or more, ask 11a & 11b, then skip to Q. 14.

NON-STUDENTS -- START at Q. 10. If no, skip to Q. 14. If yes, ask Q. 11. If less than 1/year in Q. 11, skip to Q. 14. If 1/year or more, proceed with 11a & 11b, and then skip to Q. 14.

Note: Pages 4 & 5 are similar in design. Be sure to read through the skip patterns for each type of respondent so that you understand them thoroughly.

Q. #10 Similar to Q. 6 on page 4.

Q. #11, 11a&11b Similar to Q. 7, 7a & 7b.

Q. #12 As with Q. 8, this question is only for college students who do not use their college library.

Q. #13, Similar to 9, 9a & 9b.
13a & 13b

Q. #14 ASK EVERYBODY --Check the definition of the "special library.

Q. #15 Asked only if use a special or private library 1/year or more.

Q. #16 ASKED ONLY IF "1/year OR MORE IN Q. 3, 7, 11, or 15. USE the hand card and record importance.

Q. #16a Stress the "aside from those listed on the card". What other things are important to them, personally.

Q. #17 Entire page (Q. 17 - 20) are asked ONLY FOR SECONDARY SCHOOL STUDENTS.

Q. #18 & #19 Respondent can retain the same hand card for both these questions.

Q. #20 RECORD VERBATIM.

Q. #21 Entire page (Q. 21 - 24) is to be asked only of the college student sample.

Q. #22, #23 & #24 Similar to Q. 18, 19 & 20.

Q. #25 This is not a test of specific knowledge, eg. the particular address. Nor are we concerned that this be, in fact the nearest. The important thing here is, do they generally know where a library is available to them? If yes, proceed with Q. 26, directed at the particular library that they had in mind. If no in Q. 25, ask the rephrased question, 25a.

Q. #25a This question is intended to somewhat enlarge the area we are talking about. For example, especially in some rural areas, there may be no public library even in the particular county. In this case, we want them to think more in terms of a broader area, so that they could remember a library in a nearby county that they could use.

If the respondent still has no idea of a public library they could use, then skip to Q. 32. If respondent can remember a library, Q.'s 26 - 31 should be focused on this particular library or library system.

Q. #26 If the person knows this to be a branch of some larger library system or if they know it to be a main library, record appropriately. In other cases, generally record D. K. Record both only if volunteered.

Q. #27 Press respondent for a best estimate of road mileage.

Q. #28 This is merely a judgment, taking into account the distance, mode of travel, parking, etc.

Q. #29 In the case of a main library with neighborhood branches, we are concerned with the respondent's rating of this system as a whole. If it is the only library (not a branch) then the rating is of that particular facility.

Q. #29a For all answers (excellent - poor) probe out why they feel this rating applies.

Q. #30 & #30a Still concerned with the same library or library system (the one available to them).

Q. #31 Uses same hand card as Q. 29. Ask and record one answer for each.

Q. #32 ASK EVERYBODY. Get one answer for each.

Q. #33 & #34 These questions can be asked in sequence for each part (A -- EE). In the first part, you ask whether they know the service to be available. If it is, then ask whether or not they have used it.

Q. 34 can be asked immediatly after Q. 33 for each part. It applies in all cases except when the respondent says they have used the service. (If the service is known to be available and they have not used it, or if they know it is not available, or if they don't know whether it is available or not.)

Q. #35 Ask and record VERBATIM.

Q. #36 Ask and record one answer for each. If the respondent does not understand the statement, re-read but do not rephrase. If they still do not understand, record "D. K."

Q. #37 Read the entire question and record.

Q. #38 Ask only if the respondent says "not a good idea". What problems does the respondent see in such arrangements.

Q. #39 Again, read the entire question, without any rephrasing.

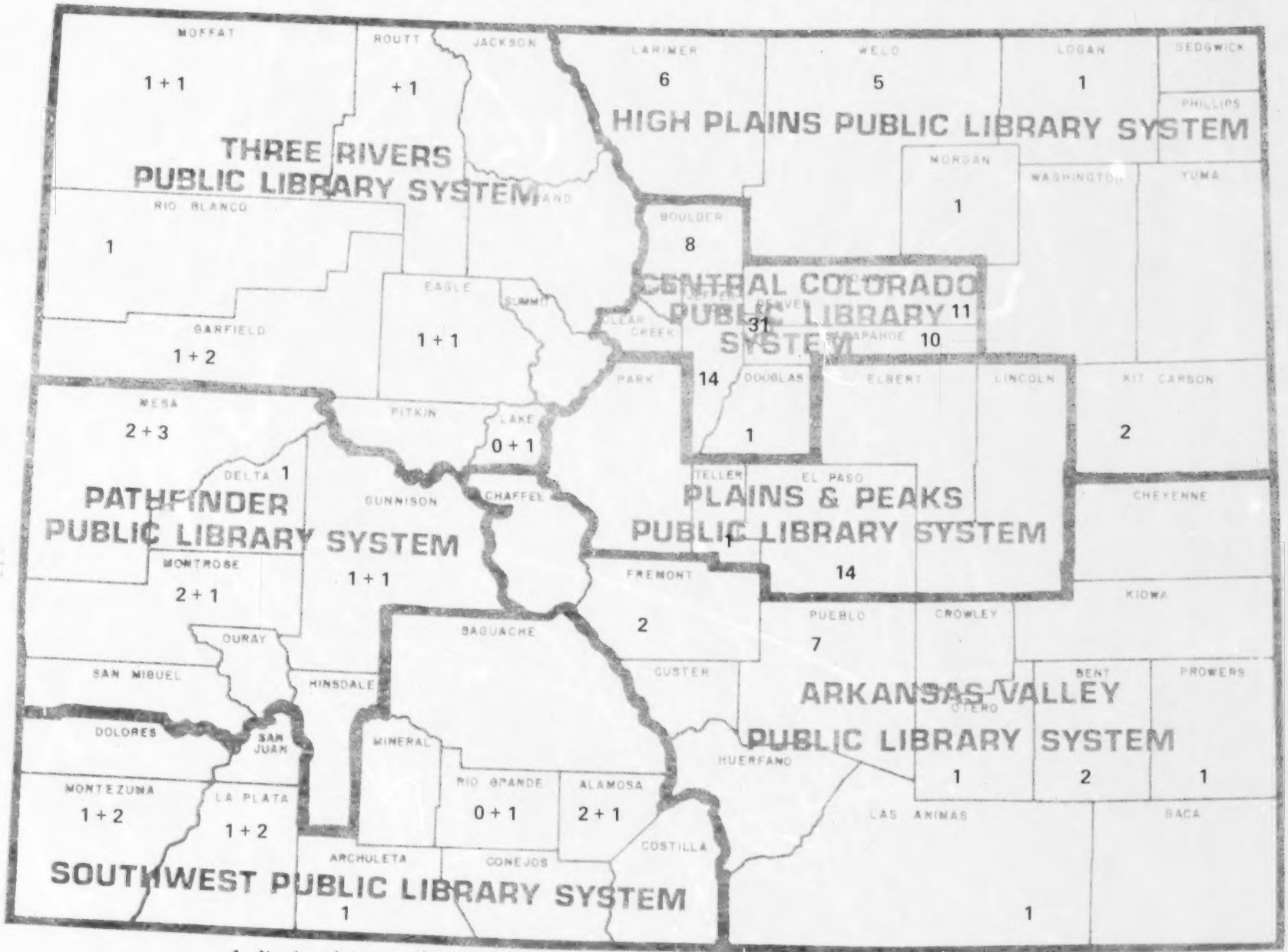
Q. #40 Use the hand card (#4). Repeat the answer catagories as needed.

Q. #41 This does not mean a language they would like to learn. It means one which they already read fluently and would like to read books in.

Exhibit 3. Map of Sample Counties

PUBLIC LIBRARY SYSTEMS IN COLORADO

BEST COPY AVAILABLE



1 = Number of clusters of 6 in base sample
1+1 = Number of clusters of 6 in base sample plus number of clusters in supplemental (Western Slope) sample

EXHIBIT #4

SAMPLE COUNTY LISTING AS PER DESIGN
(BY REGIONAL SYSTEM)

REGIONAL SYSTEM	SAMPLE COUNTY	BASE SAMPLE (IN CLUSTERS OF SIX)	GEOGRAPHIC OVERWEIGHT (IN CLUSTERS OF SIX)	# OF INTERVIEWS
Central	Adams	11	-	66
	Arapahoe	10	-	60
	Boulder	8	-	48
	Denver	31	-	186
	Douglas	1	-	6
	Jefferson	14	-	84
		75	-	450
Plains & Peaks	El Paso	14	-	84
	Teller	1	-	6
		15	-	90
Arkansas Valley	Bent	2	-	12
	Fremont	2	-	12
	Las Animas	1	-	6
	Utero	1	-	6
	Prowers	1	-	6
	Pueblo	7	-	42
		14	-	84
High Plains	Kit Carson	2	-	12
	Larimer	6	-	36
	Logan	1	-	6
	Morgen	1	-	6
	Weld	5	-	30
		15	-	90
Three Rivers	Eagle	1	1	12
	Garfield	1	2	18
	Lake	-	1	6
	Moffat	1	1	12
	Rio Blanco	1	-	6
	Routt	-	1	6
		4	6	60
Pathfinder	Delta	1	-	6
	Gunnison	1	1	12
	Mesa	2	3	30
	Montrose	2	1	18
		6	5	66
Southwest	Alamosa	2	1	18
	Archuleta	1	-	6
	La Plata	1	2	18
	Montezuma	1	2	18
	Rio Grande	-	1	6
		5	6	66
TOTAL OF SEVEN SYSTEMS:		134	17	906